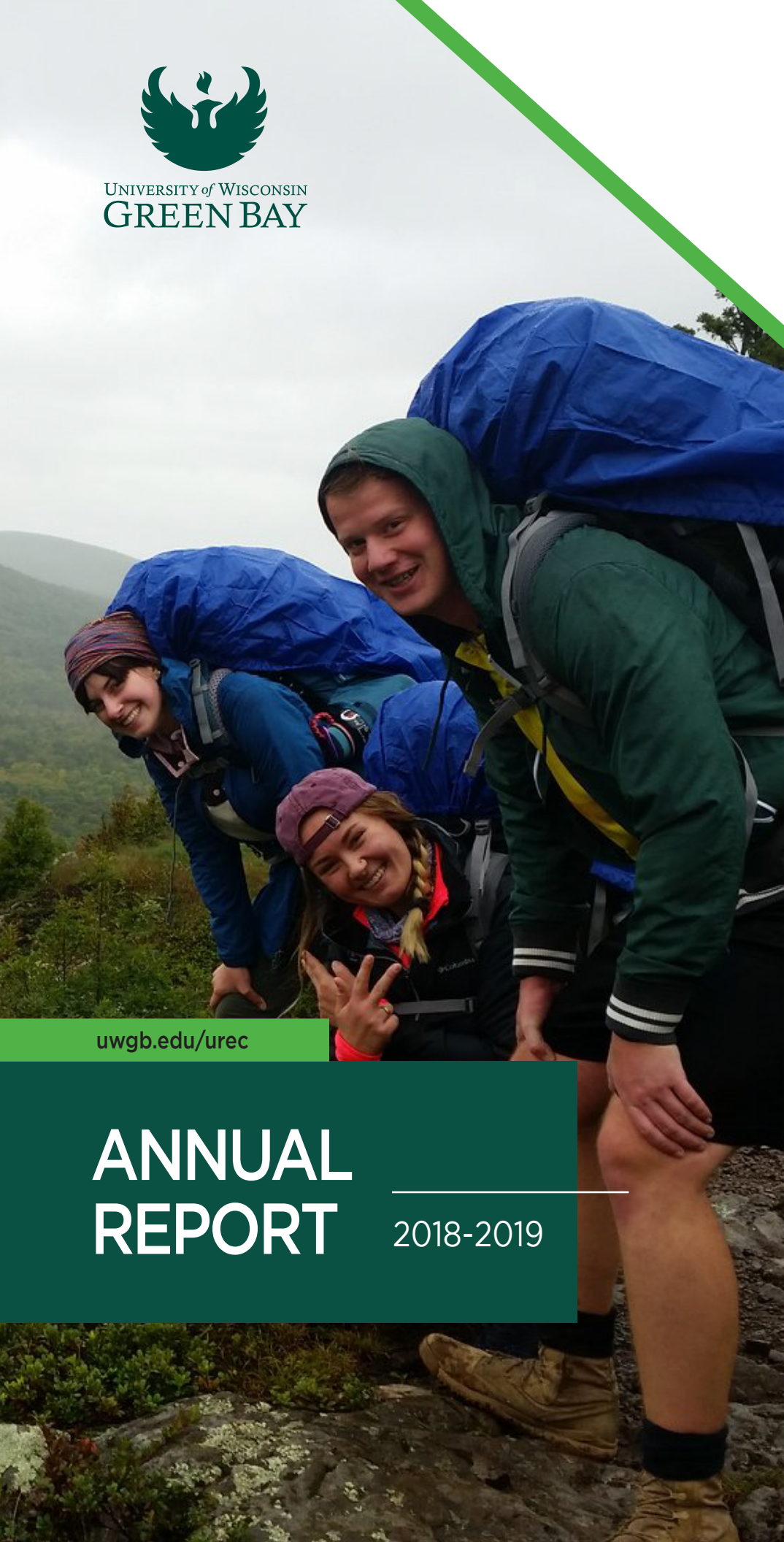




UNIVERSITY of WISCONSIN  
GREEN BAY



[uwgb.edu/urec](http://uwgb.edu/urec)

# ANNUAL REPORT

2018-2019



Division of Student Affairs  
and Campus Climate

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# MISSION, VISION, VALUES

## Mission

Enhance the student educational experience with our excellent programming and facilities to create an inclusive environment of wellness, recreation, and athletics.

## Vision Statement

Play Hard. Have Fun. Lead On.

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## Values

Student Development by providing students opportunities for growth through leadership and teamwork.

Service by meeting the satisfaction and diverse needs of our guests.

Healthy Lifestyle by nurturing the mind, body, and spirit.

Integrity by committing to respect, honesty, and responsibility.

Safety by providing a secure and welcoming environment for all.

Fun by cultivating enjoyment, humor, and play.

# Offices

*Gifted By*

MO Harris B



## PROGRAM HIGHLIGHTS

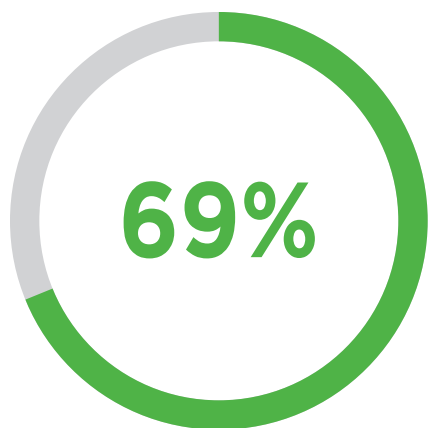
## BY THE NUMBERS

During the 2018-19 academic year there were **108,615** visits to the Kress Events Center by students.

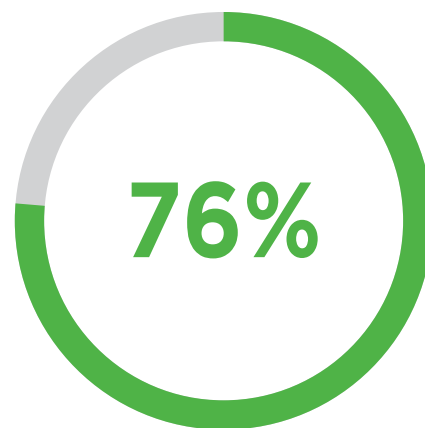
As the center for health and well-being at UW-Green Bay, University Recreation creates unique and diverse opportunities for activity and movement.

# 131,197

total visits to the Kress Events Center in 2018-19.



of all **unique student users** swiped in at the Kress Events Center front desk more than 5 times



of all **responses** gave University Recreation an A grade in the senior survey ranking it 1st out of 21 University Resources (10th year in a row)

**2,942** unique students utilized University Recreation programs, services, and facilities.

**SPOTLIGHT** UREC won the homecoming decorating contest



# AQUATICS

## Highlights

Partnered with Student Life for our annual Battleship Event during Homecoming week.

Highest participation in private swim lessons to date.

# 2,596 Individual Swim Lessons

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- 112 Fall Swim Lesson Participants
- 124 Spring Swim Lesson Participants
- 12 Swimming Instructors
- 705 Total Aqua Aerobics Participants



# INTRAMURAL SPORTS

## Highlights

7th annual Softball Tournament and Cookout was a success. Student Life co-sponsored this event.

Inaugural Cornhole Tournament partnered with Cornhole Association.

First ever block 4 intramurals played on the new Aldo Santago Stadium. Highlighted by co-rec kickball.

# 1,009

 Unique Participants

- 25 Leagues Offered
- 3,452 Total Participants
- 601 Teams
- 1,270 Games Played
- 10,765 Total Participations



# FITNESS

## Highlights

Implemented online registration process through IMLeagues for special events.

Revised and updated group fitness instructor training program.

Implemented a new cleaning schedule and equipment check-out system in the fitness center.

Partnered with Student Life for Glow Yoga and Healthy Choices Task Force for Goat Yoga.

# 3,328

 Group Fitness Participants

- 30 Fall Classes Offered
- 28 Spring Classes Offered
- 6 New Instructors

# PERSONAL TRAINING

## Highlights

Implemented new personal training tracking system.

Implemented personalized exercise programs.

# 320

 Personal Training Sessions

- 23 Personal Training Clients
- 4 New Personal Trainers





# OUTDOOR ADVENTURE RECREATION COORDINATOR

## Ethan Harvey

UREC was excited to announce the hiring of Ethan Harvey to the newly created Outdoor Adventure Recreation Coordinator position in August 2018.

Ethan started his career in outdoor recreation at the University of Northern Iowa. He went from a recreational climber to rock wall manager and general program assistant as he pursued his masters in outdoor recreation.

Ethan has hit the ground running during his first year at UREC. His passion and enthusiasm for the outdoor program is contagious and will benefit UW-Green Bay students and surrounding community.



## CLIMBING TOWER

### Highlights

Implemented new belay certification process and policy.

Began new climbing route-setting procedures with average of 18 new routes/semester and brought in industry standard difficulty rating system for climbing routes.

Rotated in 200+ new climbing holds.

Implemented sustainable electronic participant sign-in system.

## 1000+ Climbers

- 34 Belay Certified Climbers
- 40 New Climbing Routes Set
- 15 Miles Climbed In One Week

# OUTDOOR ADVENTURES

## Highlights

Began building Outdoor Adventure Recreation Program (UREC Outdoors) August 2018.

Trained student trip coordinators in the field while backpacking and rock climbing.

Began Outdoor Skills Workshops in Fall 2018.

600+ equipment inventory.

Opened equipment rental.

## 40 miles backpacked on the Appalachian trail during the first spring break trip

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- 30 Participants over 4 adventure trips
- 3 Outdoor skills workshops
- 6 Trained student trip coordinators
- 4 Wilderness medicine certified student trip coordinators



# UREC EVENTS



# SPECIAL EVENTS

## By The Numbers

An estimated **692** students attended Get REC'd.

Participants of the event totaled **33,174** visits (between 7/1/18 and 6/4/19)

Get REC'd participants each averaged **47.94** visits at the Kress Events Center.

Students that swiped at the front desk but did NOT attend Get REC'd each averaged **33.52** visits.

**82.25%** of participants swiped in at the front desk at least 5 additional times.

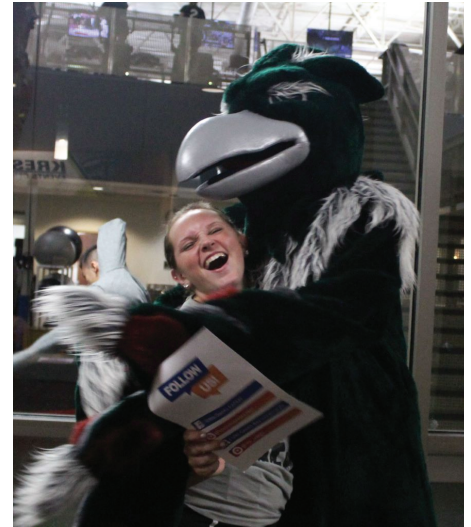
**98** participants attended the boot camp with Peter Kraus.

**30** participants in the fall.

**35** participants in the spring.

## Get REC'd

September 6, 2018 was our Get REC'd event. The event targeted all students, especially freshman, as part of GB Week. It allowed students to participate in a variety of programs and activities including rock climbing, fitness classes, laser tag, bingo, and more! In addition to UREC, the event was sponsored by Student Life, RHAA, and Healthy Choices Task Force.



## Peter Kraus Boot Camp

Peter Kraus, from the Bachelorette, led the group in a boot camp style fitness class as a kickoff event for the fitness program.



## Glow Flow

Glow-in-the-dark yoga class offered both semesters. Spring semester was partnered with Residence Life.



# SPECIAL EVENTS

## By The Numbers

92 participants

46 teams

32 students attended the  
workshop

52 participants

6 prizes awarded

72 participants

18 teams

28 participants

16 male 12 female

## Cornhole Tournament

First annual cornhole tournament opened up to all four campuses and hosted in the arena in partnership with American Cornhole Association.



## Self-Defense Workshop

Open to all students for free and led by Daniel Williams of Williams TaeKwonDo.



## March Madness Group Fitness Challenge

Participants would attempt 3 shots in the basketball hoop for each class attended and top scorers received a prize.



## Pool Battleship

6th annual pool battleship as part of Homecoming and in partnership with Good Times Programming. Despite the bad weather and new time it was highly attended.



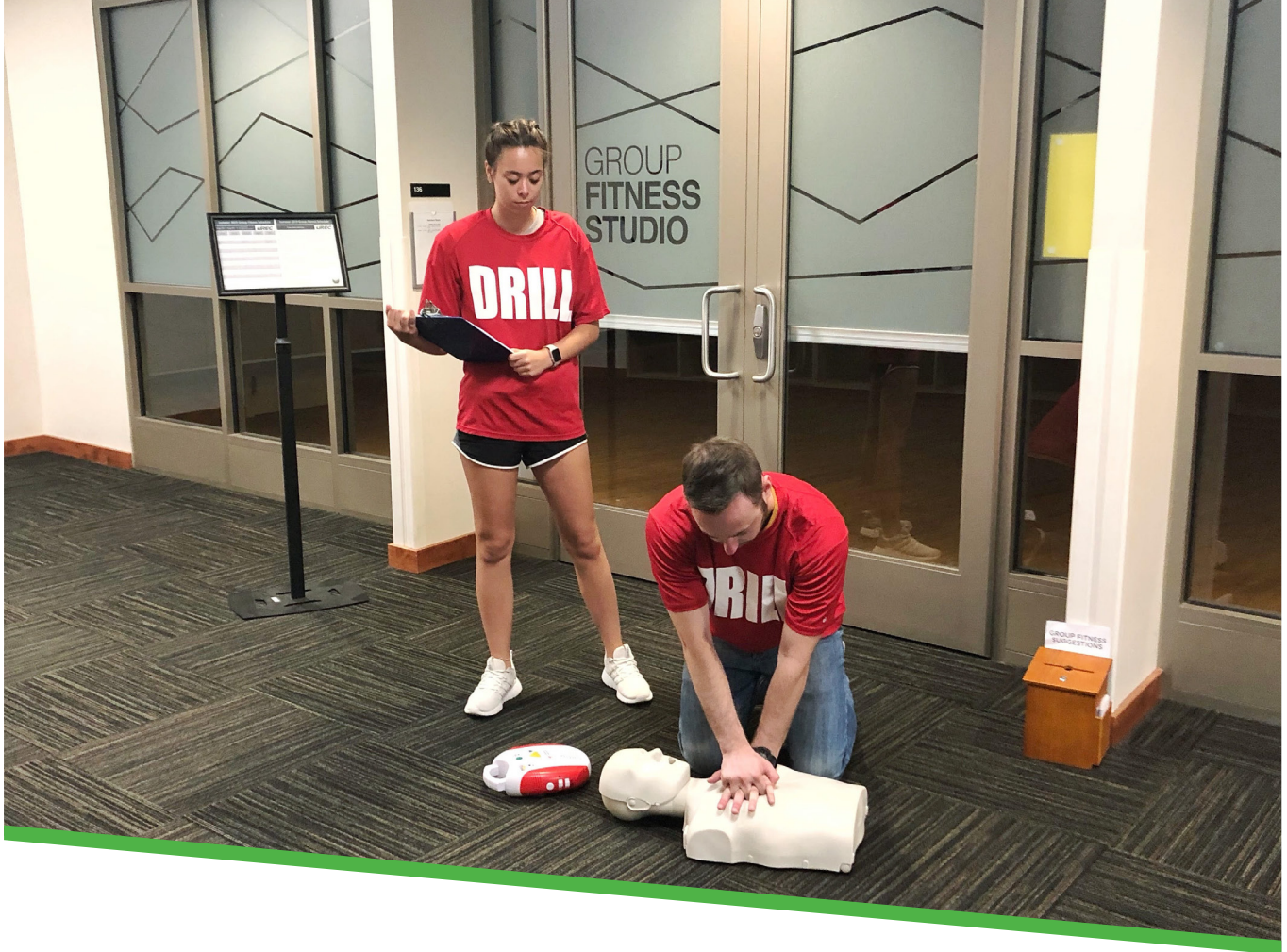
## Bench/Squat Comp

Annual bench/squat competition for students to test their strength in a friendly, safe environment. Prizes awarded to top finishers and random participants.



# INITIATIVES





## ERT

The UREC Emergency Response Team (ERT) is a group of 15 students with a common goal to educate fellow student employees on emergency situations.

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## Highlights

UREC continues to certify all of its employees in American Red Cross CPR/AED/First Aid.

**59** students employees were certified or re-certified during the 2018-19 academic year.

**Red Shirt Drills:** All student employees were drilled in CPR by the Emergency Response Team during the fall semester. These drills are randomly scheduled and take place during the employees scheduled shift.

To improve red shirt drills, UREC invented in BigRed™, a CPR manikin with LED lights underneath the skin that light up the manikin chest when CPR compression depth, compression rate and recoil are done correctly

## DIVISIONAL PRIORITIES

Continuous efforts are being made to improve and provide quality programs and services that support the priorities for the Division of Student Affairs and Campus Climate.

### Focus on Individual Attention

This is UREC's strong suit. During the 2018-19 academic year we continued to focus on this with our staff trainings, staff evaluations, student recognition, and individualized programming such as personal training, rock climbing, and swimming lessons.

### Diversity and Inclusion

To focus on diversity and inclusion, UREC created a "menu" of UREC offerings that various groups/clubs can schedule with us. Examples include: group fitness classes, private rock climbing sessions, team building activities, etc. The idea behind the menu is to create a less intimidating environment for people to try our activities. In the 2019-20 academic year we hope to implement this initiative more by spreading the word and sending it out to more groups. In addition to the menu, we continued to expand inclusive language in our policies and on marketing materials.



### Online Engagement

To focus on online engagement, UREC began working on a variety of strategies. We updated our website and social media platforms to help people understand everything UREC has to offer and make it easier for students to communicate with us. We also implemented an "online resources" section in the fitness tab on the UREC website. This is where exercise

videos, various worksheets, and any external programming will be housed for online students to utilize.

### NWTC Week

UREC hosted NWTC week during the spring semester 2019. It was an opportunity to collaborate with NWTC and allow their students to utilize the Kress Events Center for free for an entire week.



# FACILITY ENHANCEMENTS



# FACILITY PROJECTS

## Outdoor Rec Remodel

The former recreation weight room, that was used temporarily by Athletics, was reclaimed and is currently in the process of becoming the Outdoor Recreation rental center, equipment repair, lounge, point of sale, and professional staff office.

Purchase of 14'X28' storage shed and Installation of 28'X36' concrete pad for shed and watercraft trailer storage.



## Turf Gym

Completed installation of AstroTurf RootZone field surface with permanent lines.

**93 thousand dollar project**



## UREC Highlights

- Paint the upper concourse of the Kress Events Center.
- Completed the remaining four **Woodway treadmill** refurbish.
- Intramural Outdoor Recreation field relocated to former Aldo Santaga stadium.
- Temporary office for Outdoor Recreation coordinator completed. Will be the future office for marketing, Social Media, and student supervisor staff.
- Paint and rearrangement of **student break room**.
- **Outing Center:** Mercury abatement of flooring, concrete sealing, carpet installation, divider walls, AV equipment, data, phone, Wi-Fi, electrical upgrades, lighting, exterior service doors, and point of sale.
- **UREC graphics branding** at front desk, Outdoor Rec display, and Group Fitness Studio window frosting.
- Secured quote for permanent padding of all steel beams in the **turf gym** installation in July 2019.
- Men's Kress Events Center **staff locker room** installation of nonskid flooring.

## Athletic Highlights

- Phase one completed of the **Softball Stadium**: concrete, press box, and intramural/athletic restrooms.
- Major paint project of Athletic office hallways, lobby, and **Special Events room**.
- University Recreation built an **Adidas storage room** in the basement of the Kress Events Center for Athletics.
- Kress Events Center **main basketball court**: sand, design, paint and seal with the new athletic logo.
- Women's basketball, men's basketball, swimming and diving, and volleyball **team room remodel**.
- New carpet tile flooring and paint in the **Special Events Room**.

## Kress Family Outdoor Recreation Complex

Initial master planning started in 2009, the \$4.2 million dollar project, which bears the name of one of Green Bay's most successful soccer coaches in history (Aldo Santaga Stadium), had its opening celebration on August 24, 2018.

**4.2 million dollar project**



## Daktronics Video Board

2018-19 marked a dramatic digital upgrade with a high-definition, state-of-the-art, digital video board measuring approximately 40 feet wide and 20 feet tall.

**400 thousand dollar project**





# STUDENT SUCCESS

# STUDENT EMPLOYMENT TRAINING & AWARDS



## Student Awards

**Student Employee of the Year**  
Wyatt Smet (left)

**University Leadership Awards**  
Jenna Bares  
Garriet Kanis  
Jared Novitzke



**WIRSA Basketball Extramural  
Awarded Outstanding Official**  
Kailey Vogel  
Reeve Craig

# 133

students were employed by  
University Recreation in 2018-19

Students employed by University Recreation develop leadership skills, build a sense of community, and enhance their professional development through practical and relevant applications that prepare them for the future.

**24** student supervisors and **40** new student staff attended UREC's staff training in August.

UREC Outdoors opened the door for new student positions including student trip coordinators.

In April, UREC hosted a Student Staff Picnic for all UREC employees as part of student staff appreciation week.



**UREC MVP**  
University Recreation awarded 16 students MVP awards throughout the year

# ADMINISTRATION & BUDGET



# BUDGET

## Membership Revenue

Revenue

\$96,717.49

Up 14.88% from 2017-18

## Event Revenue

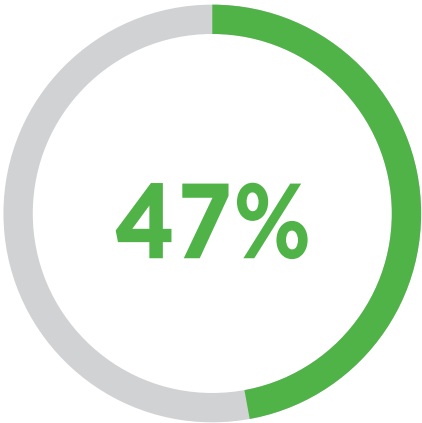
Revenue

\$80,193.04

Expensives    Net Revenue

\$24,206.57    \$55,872.47

2nd highest revenue to date



of revenue from segregated fees was given back in student salaries



# EVENTS

Type of Event	Total Number
Rentals	155
Scheduled Classes	44
Campus Events	355
Athletic Events	252
Athletic Home Contests	67
<b>Total Events</b>	<b>911</b>



## Large Events

- GB Welcome Week
- Destination Imagination
- Horizon League Volleyball Tournament
- Shawano Sundrop Tournament
- Krash the Kress (left)
- Sophomore Visit Day
- First Round of Horizon League Girls Basketball
- 3 CIT Men's Basketball Games
- Lambeau Leap Gymnastics
- Phoenix Spirit Open
- 4 High School Graduations (Green Bay East, West, Southwest, and DePere)
- Spring Commencement (above)
- Campus Cookout
- Jingle Bell Run



# FACILITY RENTALS

## Campus Groups

- Athletics
- Academic
- Admissions
- UWGB Dance Team
- Operations
- Hip Hop Team
- Club Volleyball
- Club Basketball
- Flow Club
- Greek Life
- Phuture Phoenix
- Self Defense Class
- Ultimate Frisbee Club
- SASU
- GPS
- Resident Assistant
- University Marketing Team
- Barbell Club
- ROTC
- Athletes' In Action
- National History Day
- Camp Lloyd
- Human Resources

## Community Groups

- Badger Region Elite Volleyball Camp
- Destination Imagination
- High School Volleyball Teams competing at State
- High School Girls Basketball Teams competing at State
- Youth Soccer Groups (FC Wisconsin, DePere Select Soccer, United Hurricanes, Green Bay Lightning, Howard Fire)
- Youth Softball Teams (Pirate Fast pitch)
- Youth Baseball Teams (Green Bay Eastside Cal Ripken League)
- Prevea
- Brown County Young Professionals
- Rugby Clinic
- Southwest Green Bay High School Dance Team
- LDS Volleyball Tournament
- UW Stout Girls Basketball
- Boys and Girls Club
- Green Bay Greater Area YMCA
- 5 Green Bay Glory Games





PLAY HARD  
HAVE FUN  
LEAD ON



## MARKETING

Marketing was a major focus during the 2018-2019 academic year. We launched our new department name, University Recreation (UREC) along with new branding.



### Highlights

- Designed a new University Recreation department website.
- Updated instagram to UREC name and created new UREC facebook page.
- Created social media platforms for UREC Outdoors.
- Updated all marketing materials to match the University Recreation branding.
- Updated all marketing materials to follow university branding guidelines.

### Metrics

There were a net of 415 instagram followers for the main page and 152 followers for the UREC Outdoors page. Highest engagement on a post was 176 people.



There were a net of 187 facebook followers for the main page and 93 followers for the UREC Outdoors page. Page engagement totals 2,678 for the year.





Division of Student Affairs  
and Campus Climate



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